



PROGRAMME

24th of November 2022

14.00 - 14.45 **Opening session & HYGIEIA presentation**
Chairperson: **Catarina Rosado**

14.45 - 15.15 **Opening lecture:** Lessons from the past - The greek hygiene concept
Dusica Krajnovic, Serbia

15.15 - 15.45 Coffee Break

Session 1: Non-drug products- Cosmetics, food supplements
Chairperson: **Slađana Šobajić**

15.45 - 16.30 **Keynote lecture:** Opportunities for the industry in the metaverse age
Ana Rocamora - Spanish Society of Cosmetic Chemists, Spain

16.30 - 17.00 Sustainability of cosmetic products: a focus on packaging
Danka Tamburic- London College of Fashion, UK

17.00 - 17.30 Current hurdles of micronutrient research
Francesco Visioli- University of Padova, Italy/ IMDEA-Food, Spain

Session 2: Nutrition

Chairperson: Josep A. Tur

09:00 - 09:45 **Keynote lecture:** A walk through food endocrine disruptors:
Bisphenol A and other stories
Fatima Olea, University of Granada, Spain

09.45 - 10:15 An holistic approach to physical activity for health and wellbeing
Pere Antoni Borràs- Universitat de les Illes Balears, Spain

10.15 - 10.45 Gastronomy: tradition, nutrition, and well-being
Cristina Bouzas- Universitat de les Illes Balears, Spain

10.45 - 11.15 Coffee Break

Session 3: Lifestyle

Chairperson: Ana S. Fernandes

11.15 - 12.00 **Keynote lecture:** The Exposome: Quantifying the Role of the
Environment in Cardiovascular Health
Andreas Daiber - Mainz University, Germany

12.00 - 12.30 Regulatory framework of digital tools used in the promotion of
human health
Mariana Madureira - Infarmed, Portugal

12.30-13.00 What is Lifestyle Medicine? Trends and challenges for the future
Laurinda Simões- Sociedade Portuguesa de Medicina do Estilo de
Vida, Portugal

13.00 - 14.00 Lunch break

14.00 - 14.45 **Round table:** Education in Health Sciences in the digital/global era
Pedro Machado dos Santos, Universidade Lusófona, Portugal, Chair
Andjelija Malenovic, Belgrade University, Serbia
André Rolim Baby, Universidade de S. Paulo, Brasil
Miguel Mariscal Arcas, Universidad de Granada, Spain
Pedro Gamito, Universidade Lusófona, Portugal

14.45 - 15.00 Closing session

Lessons from the past: The Greek hygiene concept

Dužanka Krajnović

University of Belgrade – Faculty of Pharmacy

Department of Social Pharmacy and Pharmaceutical Legislation

The word *hygiene* derives from the Greek word *Hygieia* (in Greek: *Hygieia* / in Latin: *Hygia*), who was the Greek goddess of health, the daughter of Aesculapius, the god of medicine. Given that she usually appears with a serpent and a bowl, she is commonly associated with pharmacy as well. Her role to protect the public health in ancient Greco-Roman world was so significant that she was considered to be a personification of health and was mentioned in the Oath of Hippocrates. Since the Hippocrates' time, the notion of 'hygiene' became popular as the branch of medicine dedicated to the art of preservation and promotion of health, which is distinctly different from the art of diagnosis and treatment of disease known as therapeutics. Although the concept of personal hygiene and human waste management (sanitation) was introduced in Egypt, the importance of hygiene and sanitation flourished at the times of Greek and Roman civilisations. In this paper, we aimed to investigate the foundation and the main elements of the Greek concept of hygiene as the art of health preservation. The method of historical analysis was applied, and our references and sources were primarily secondary ones. We shall present the concept of self-healing arguing that the role of Hygieia and her worship include far more than the prevention of illnesses and injury. In addition, we shall discuss the idea of physical and mental well-being, as well as its significance for the Greeks. Six hygienic factors as the foundation of all good health will be explained as the social determinants of health: pure, wholesome, and nutritious diet; appropriate and adequate physical activity and exercise; ambient air; sufficient sleep and rest; and healthy and constructive daily routine and lifestyle.

References:

1. Nutton V. *Ancient Medicine* (second edition) New York: Routledge, 2013: pp 104-115.
2. Compton M. The Association of Hygieia with Asklepios in Graeco-Roman Asklepieion Medicine. *Journal of the History of Medicine and Allied Sciences*, 2002; 57(3): 312–329.
3. Curtis VA. A natural history of hygiene. *Can J Infect Dis Med Microbiol* 2007;18(1):11-14.
4. Cartwright M. (2018). Ancient Greek Medicine. *Ancient History Encyclopedia*. Available: https://www.ancient.eu/Greek_Medicine/

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DUŠANKA KRAJNOVIĆ

Position: Full professor

Organizational unit: Department of Social Pharmacy and Pharmaceutical Legislation

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Dužanka Krajnović, PhD is a full professor at the Faculty of Pharmacy, University of Belgrade, where she graduated, obtained her master's degree, doctorate and specialization. She is the Head of the health specialization in the field of Social Pharmacy, and the research group for Social pharmacy and pharmaceutical practice, and an associate at the Center for Bioethical Studies. She was the Head of the Department of Social Pharmacy and Pharmaceutical Legislation (2013 - 2019). She is involved in postgraduate trainings for pharmacists and physicians in Serbia, and has participated as a mentor and member of the defense commissions for over 270 specialist thesis and over 200 undergraduate thesis. She was a member for the defense of 1 master's thesis and 5 doctoral theses, and a mentor of 6 doctoral dissertations. Dr Krajnović publishes in Serbian and English (more than 40 original papers in indexed international scientific journals with impact factor).

Her areas of research are multidisciplinary with a comprehensive focus on social determinants of medicines use as predictors of various patient behaviors and bioethics (clinical bioethics and research ethics as well as ethical issues in public health and public health interventions). For many years she has been researching the historical aspects of pharmacy especially professional development, legal and ethical requirements for community pharmacy practice. She has been lecturing on history of pharmacy at undergraduate and postgraduate levels. The professional membership of dr Krajnovic includes prominent associations, such as: Pharmaceutical Society of Serbia (member from 1998, General Secretary of the History of Pharmacy section from 2000, President of the History of Pharmacy Section from 2017); International Academy for the History of Pharmacy (full member from Serbia since 2009); International Society for History of pharmacy (member since 2004, General Secretary (2014-2024)); PCNE; Association of teachers of ethics(since its founding 2014). She is the autor of the Oath of Pharmacists and the Code of Ethics for members of the Pharmaceutical Chamber of Serbia.

Opportunities for the cosmetics sector in the metaverse age

Ana Rocamora

Spanish Society of Cosmetic Chemists, Spain

There are a series of couples that focus the attention of the future in the cosmetics sector: On the one hand, Universe and Metaverse and on the other, Planet and People.

Social, digital and scientific advances are influencing the consumer sector, since we are in a leading sector that moves at the pace of fashion, with a very high rate of innovation and an increasingly strict regulatory framework. The consumer will be more socially engaged, better informed thanks to digital development, and with more affinity to follow and buy products related to their needs, their beliefs, and their lifestyle. The sales channel will be digitized and optimized through the metaverse, the blockchain and Big Data, allowing the relationship between brands and the consumer to be much closer.



Ana Rocamora

Position: Vice-president

Spanish Society of Cosmetic Chemists, Spain

Ana Rocamora is a pharmacist dedicated to the cosmetics industry in management positions in R&D, Regulatory, Quality and Technical Management, with expertise in professional products, both aesthetic and hair products. Since 2012, she is a founding partner of cosmeticsinMind, a cosmetic engineering company dedicated to cosmetic project management, new product development and international regulatory consulting, as well as GMP implementation of cosmetic products. Speaker and trainer in the cosmetics industry for many years and active member of the board of the SEQC (Spanish Society of Cosmetic Chemists), of which she is currently vice-president. She is also vice-president of Cosmetics Consultants Europe and VP of the Executive Committee of 33 IFSCC Congress, which will take place in Barcelona in 2023.

Sustainability of cosmetic products: a focus on packaging

Danka Tamburic

London College of Fashion, UK

Recent extreme weather events have brought into focus the need for sustainable practices in all aspects of our lives. However, the task of changing our established ways is extremely complex and often paralysing. This talk will present some background information to this topic, as applied to the cosmetic industry, including the policies and activities that are already in place. It will then focus on the aspect of cosmetic packaging, a challenging area with a large impact on the overall ecological footprint of the cosmetic industry. The talk will provide general, as well as specific information on the sustainability of cosmetic packaging, pointing at important facts and illustrating some promising approaches. It will finish by stating some aspirations of the cosmetic industry in this field and by indicating possible ways forward.



Danka Tamburic
London College of Fashion, UK

Dr Danka Tamburic is a Professor of Cosmetic Science at London College of Fashion and a leader of its Cosmetic Science Research Group. She has a background in Pharmacy, with an MSc in Pharmaceutical Technology and a PhD in Pharmaceutical Sciences. Her research, spanning more than 35 years, encompasses the formulation and evaluation of cosmetic and pharmaceutical systems for skin delivery and, more recently, the use of 3D printing and AI in cosmetic science and various aspects of sustainability.

Professor Tamburic has developed the first graduate course in the UK solely devoted to the cosmetic industry, the BSc Cosmetic Science, in 2000. The course has evolved in 2012 into the first integrated master's course in this field world-wide. She has supervised dozens of BSc and MSc projects, many of them supported by the industry. Professor Tamburic also supervise PhD projects and take part in internal and external PhD examinations, as well as course development and validation activities. She is a Visiting Professor at the University of Applied Sciences in Slovenia.

Current hurdles of micronutrient research

Francesco Visioli

University of Padova, Italy/ IMDEA-Food, Spain

While randomized clinical trials are the gold standards of pharmacology, notably if they are placebo-controlled and randomized, they are very difficult to apply to nutrition and dietetics. One major limitation is, indeed, that of providing suitable placebos. Others include appropriate masking, lack of robust biomarkers, healthy people vs. patients' applications, clinical outcomes vs. maintenance of health, and others. While rigid safeguards are to be put in place with respect to food safety and appropriate formulations to guarantee nutrient bioavailability and shelf stability, other approaches might prove more suitable to study food items and health. More attention might be paid to long-term prospective studies (while trying to eliminate potential confounders) and to the traditional use of foods and its association with incidence of disease. In summary, the development of new experimental paradigms to appropriately study the effects of food items on human health should be actively sought after.



Francesco Visioli

University of Padova, Italy/ IMDEA-Food, Spain

Francesco Visioli is Professor of Human Nutrition at the Department of Molecular Medicine of the University of Padova (Italy). His research ranges from *in vitro* studies of bioactivity (test tubes, cell cultures) to *in vivo* tests, performed on laboratory animals and/or humans. Dr Visioli has a publication record of more than 400 papers and book chapters, which have been cited over 16,000 times. Francesco Visioli has been studying natural compounds since 1993, in a pharma-nutritional framework.

An holistic approach to physical activity for health and wellbeing

Pere A. Borràs

Universitat de les Illes Balears, Spain

When it comes to a holistic approach to health, we might consider physical activity as one element, because we know that it positively affects the body. In fact, however, it can promote dual aspects of our wellbeing, because exercise benefits not only the physical body, but also mental and emotional wellbeing. Regular physical activity is a known protective factor for the prevention and management of noncommunicable diseases such as cardiovascular disease, type-2 diabetes, breast and colon cancer. Physical activity also has benefits for mental health, delays the onset of dementia, and can contribute to the maintenance of healthy weight and general well-being. Physical activity is defined as any bodily movement produced by skeletal muscles that requires energy expenditure and can be performed at a variety of intensities, as part of work, domestic chores, transportation etc...



Pere Antoni Borràs
Universitat de les Illes Balears, Spain

Degree in Physical Education from the University of Barcelona and European University Diploma in Sports Management from the University of Northumbria in Newcastle, Master in sports performance and Doctorate from the UIB, where he is a professor since 1998, currently as lecturer of Physical Education and Sports.

The line of research focuses on education in healthy habits, especially the promotion of physical activity in different populations. He is a member of the Schools for Health Europe (SHE) research group of the EU, and of Health Enhancing Physical Activity (HEPA), of the WHO.

Gastronomy: tradition, nutrition, and well-being

Cristina Bouzas

Universitat de les Illes Balears, Spain

Nutrition is linked to health, either by preventing or treating diseases. Nutrition is widely related to culture and climate. Moreover, it is the result of the history of each region. Despite the globalized era in which we are living, gastronomy and tradition must be kept in mind while making recommendations for a healthy lifestyle



Cristina Bouzas

Universitat de les Illes Balears, Spain

Post-doctoral fellow in the University of the Balearic Islands (Spain). Member of the Research Group on Community Nutrition and Oxidative Stress of the University of the Balearic Islands, integrated in the Ciber-OBN (Physiopathology of Obesity and Nutrition) of the Carlos III Health Institute, and of the Institute of Health Research of the Islands Balearic Islands (IDISBA). She is a Registered-dietitian.

She participates as a researcher in several nationally and internationally funded research projects. She is the author of more than 50 scientific articles published in JCR indexed scientific journals. She has made several international stays: University of Giessen (Germany, 2011), Luxembourg Institute of Health (Luxembourg, 2018), University of Connecticut (CT, USA, 2022). She teaches physiology and nutrition related subjects at the University of the Balearic Islands. She has tutored several final degree and master final projects, as well as is co-director of 4 doctoral theses.

Regulatory framework of digital tools used in the promotion of human health

Mariana Madureira
Infarmed, Portugal

Medical devices play an important and increasing role by providing innovative healthcare solutions, to which the digital technologies are contributing. The medical device regulations are aiming to ensure that medical devices are safe and effective and at the same time addressing innovation of the sector. The new rules also better reflect the most recent scientific and technological progress, in particular of digital technologies with dedicated provisions for medical software, apps (including qualification and classification aspects) and cybersecurity.



Mariana Madureira
Infarmed, Portugal

Senior officer at Health Products Directorate, National Authority of Medicines and Health Products (INFARMED, I.P.).

At this National Authority, Mariana has a main role of project manager and assessor (market surveillance of medical devices and notified bodies).

She represents INFARMED at different European fora, in particular the New Technologies WG (MDCG NT WG), where she is part of the co-chairs team. Mariana is also alternate for MDCG and other MDCG subgroups.

At international level, Mariana is part of the European delegations for the subgroups of International Medical Device Regulators Forum (IMDRF) on Personalized Medical Devices and Artificial Intelligence Medical Devices.

What is Lifestyle Medicine? Trends and challenges for the future

Laurinda Simões

Sociedade Portuguesa de Medicina do Estilo de Vida, Portugal

Laurinda Simões was a professional architect for several years until she was diagnosed with breast cancer, which made her change her lifestyle and pursue a new bachelor's degree in nutrition sciences. She is currently a registered dietitian (5167N), in the research area, and dedicates her work to re-shape nutritional and lifestyle habits of breast cancer patients. She has additional training in the areas of Nutrition in Oncology, Research and Culinary Motivational Intervention, occasionally participates as a speaker in seminars and congresses, is a founding member of the Portuguese Society of Lifestyle Medicine (SPMEV) and currently belongs to the executive board of this association.